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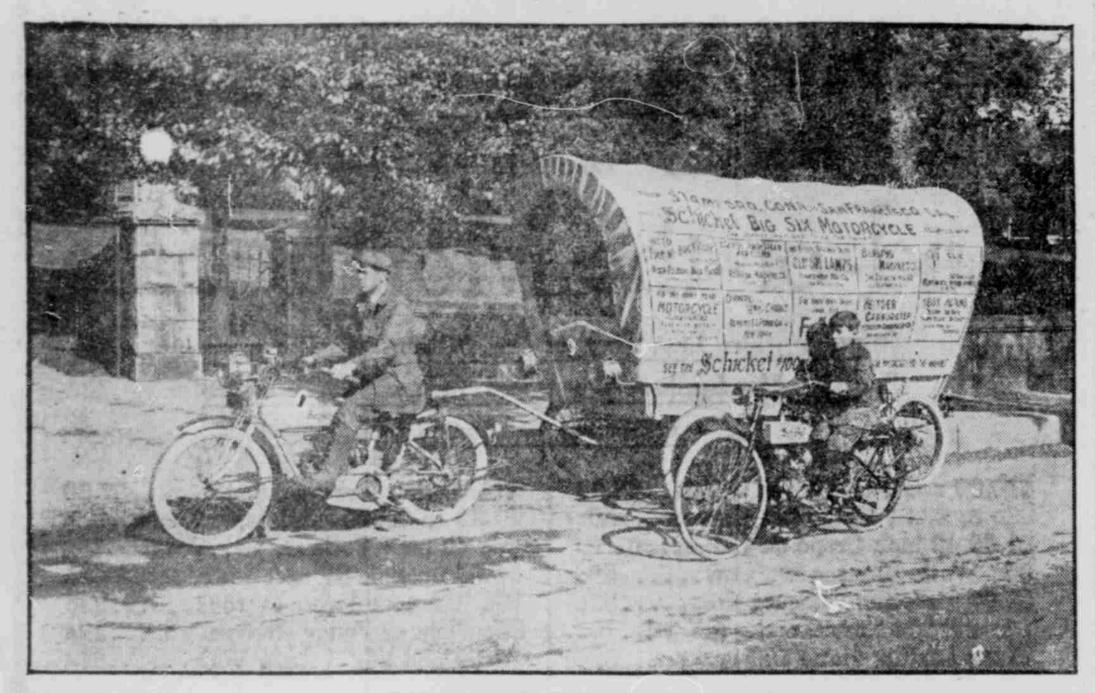
grow?"

ment-ADVERTISING.

BUILDING BIG BUSINESS

Telephone Your Items to The News-Times-S. Main Street-10; Home 118.

Are on Their Way to San Francisco



the wheels, which are of the regular the schooner with a Schickel, Big Six schooner in Mishawaka it attracted

E. Gale, wife and two young sons) bersome old wheels used in the early, on the road and during 26 days it has Mishawaka Friday forenoon en route vehicle, which, with the party weighs consume about 100 days, and the route from Stamford to San Francisco in a 1,900 pounds, over 3,000 miles, calls is from Stamford to New York, thence prairie schooner of the 1915 model, for much skill and endurance. The up the Hudson to Albany, and west to an exact replica of the schooners of trip is the outcome of a desire on the Chicago, whence the Lincoln highway '49. It is true to the original model part of Mr. Gale in the interests of will be followed to the coast. in every detail, with the exception of motorcycle development. He pulls During the stay of the prairie

motorcycle type, and replace the cum- machine. The party has been 59 days! much interest on the streets.

Big Day-Double-Header Will be Feature.

ond baseball league opening of the sults are expected to follow. season Saturday afternoon, when the Sunday school baseball league will open its first schedules for the year at the Ball Band baseball park with a double header as a feature. All the arrangements have been completed dered installed on two of the main Selection, "Sari" E. Kalman by the various committees and offic- corners of the city by the board of Characteristic, "Campin' On De Ole teams and etc. Practices have been purchased and will probably be in- Overture. "The Highlanders" held nearly every night during the stalled some time Saturday. past week in preparation for the opening game Saturday.

of the team players and fans will be of Main st. and Joseph st. The gongs held at 1 o'clock. The Ball Band will be rung every time an alarm is will march and furnish the music. | received at central station, to give The line of march will be as follows: warning to traffice to clear the streets Beginning at the Methodist Memorial for the trucks. It was also the plan then north along Main st., to Broad- which will be placed at the corners in honor of their brother Leo Frank, way and thence east to Locust st., and and which will be designed to care for who has just returned from Detroit.

on to the ball park. The first game of the afternoon will be staged between the Christian Sun- GAMBLERS THREE, PLEAD day school team and that of the First Baptist. The second contest will be between the teams of the Evangelical church and the Methodist Memorial | Admitting their guilt without going church. A small admission will be to trial the three men arrested Moncharged for the Saturday fgame to day afternoon on charges of inducing defray the expenses of the league.

PERSONALS,

Herzog, 409 W. Third st.

Miss Katherine E. Lorain of Chicago, is in the city to spend one week TWO BANDS TO PLAY AT visiting with relatives and friends

Miss Charlotte E. Robinson has spend a two weeks' vacation,

"On the Night Stage," a Mutual masterpiece in five parts, will be shown at the Century theater Saturday and Sunday afternoons and evenings, Two famous American actors, Robert Edeson and William S. Hart, will appear 60 NEW SEATS FOR HIGH in the leading roles and they will be

the local theater goers. TO PLAY SUNDAY MORNING. A game has been scheduled between

assisted by Rhea Mitchell. This picture

will no doubt prove a great treat to

and the South Bend Hoosier Creams The room will now have a capacity Wrennick, Michigan st. and will be played on the Muessel of 260 seats. The room formerly had diamond in South Bend Sunday morn- accommodations for about 200 and pected to accompany the local team. place was considerably crowded.

DEATH OF NEPHEW.

Mrs. Minnie Miller has gone to Gohen where she was called by the death of her nephew. Kenneth Hoff-

ENTERTAINS CIRCLE. Mrs. Louise Peacher, E. Joseph st., day.

Very pleasantly entertained the members of the St. Mary's Sewing circle at her home Thursday afternoon, A fine luncheaon was served.

TO ASK FOR BIDS.

held Thursday evening at the high Saturday and Sunday. school building it was decided to ask or bids for the decorating of the Batieli school annex.

MISHAWAKA'S VACATION SCHOOLS ARE CLOSED

The Mishawaka summer schools closed Friday after the morning classes. The opinion of the members of given by the Woolen company band the school board and the teachers is Friday evening at Main and Joseph that the vacation school has proved sts. Arrangements Completed For eminently successful. It was the first A number of the citizens together schools that they had been open for suggested that the concerts are a litthere has been an average attendance during the intermission and between of 300 pupils speaks well for the in- numbers. Beginning Friday evening, terest shown. The results attained by the program will be given without inthe pupils are spoken of by the teach- termission, and will last from 8 to 9:30 Mishawaka will celebrate its sec- ers as most satisfactory, and good re- o'clock, closing promptly at the latter

FIRE GONGS FOR MAIN

the corner of Main st. and Lincoln As an added feature a procession highway, and the other on the corner the fire alarm and police alarm boxes.

GUILTY AND ARE FINED

game, were each fined by Judge Feig Friday morning \$5 and costs, amounting with Charles Mutschler, S. Main Charley, John King and John De-

Baum. Lawrence Kronewitter has gone to The men were arrested on complaint Blairstown, In. where he will visit of Joe's small brother, who reported Domien Van de Velde of this city week, shows no improvement. with his sister, Mrs. Percy Retter, to the police that a poker game was in | was given a fine of \$3 and costs, George Drullinger of Elkhart is a heavy \$7.25@7.50; roughs \$6.00@6.25; stags Elizabeth Wahmhoff, will leave Sun- Rubber Regenerating Co. When the Thursday, when he was found guilty ley of Smith st. for Delphos, O., after spending police made a search of the thickets by Judge Feig of assault and battery. uncle and aunt, Mr. and Mrs. August old flour mill they found the men Ver Wilst. playing.

gone to Toledo, O., where she will There will be a medley of sounds. sweet and otherwise, on the streets Mrs. Margaret Hindelang and Saturday night when the Jolly Time daughter Miss Bertille Hindelang, 107 Ball Band Funny Coon band will play W. Seventh st., have gone to Chelsea, at intervals in the program to be Mich., weher they will senp their va- given at the Mishawaka pharmacy corner by the Woolen company's band iMss Eulalie Tryster of Laporte, at its usual Saturday night concert, Ind., is visiting with relatives here. The jolly time organization promises Harold Easterday, who has been to play a recherche program of the attending Winona college has return. latest pieces to be found in the musi-| cal centers of America and Europe. The members will don uniforms on HERE SATURDAY AND SUNDAY, this occasion. Brother Dogood is leader of the band and has as his assistants Brothers Snowball, Rastus, Johnson, Jasper, Brown, Ruffus, Sambe. Rawley and Wilcein,

this summer vacation time, is the ad- placed for 45. Mrs. Lowery of Mish- able that as soon as a reply is rethe Mishawaka Premona indoor team room at the high school building, ing will be held at the home of Mrs. ference will be held. with the enrollment of last year the ner Thursday. Covers were placed

> TO PERFORM CEREMONY. or Arbor Point, Mich., where he will of South Bend, officiate at the marriage of Miss Mrs. Anna Shirk entertained the Barker, heiress to \$39,000,000 left her members of the River Park Indepen- Dec. 65940 by her father, the late Michigan City dent club Thursday afternoon. Dur- OATS Cash and July 58c; Sept. 39%c manufacturer, to Howard Spaulding, ing the business session arrangements Dec. 11 bec.

LEAVE ON VACATION.

Monday, August 8,

PROGRAM FOR NORTH SIDE BAND CONCERT

Band concert under the auspices of the North Side business men will be!

time in the history of Mishawaka with several of the business men have pupils during the hot months, and that the long, too much time being taken up

March, "Penobscot Park"...F. A. Nye Overture, "Pique-Dame", . F. V. Suppe CORNERS HAVE ARRIVED Waltz, "Flots de Joie".... Waldtenfol Alphons Heyde

American Hymn Bar Sargent ENTERTAIN WITH MELON PARTY. Frank entertained 20 young people at

Thursday night in the lunch room of Thursday. Misses Verna Meyers, Marguerite Tre- has returned from a visit with her 13.00. mel, Blanche Vennett and Clara Fish- grandmother, Mrs. O. D. Cramer of Frank Messer, of Iowa City, is visit- ing to \$15. The men fined were Mike man. After the refreshments, a musi- Lapaz, Ind. al program was given.

FINED FOR ASSAULT.

August 9.

Watch the Mishawaka section of from a week's illness. The News-Times for Dollar Day bar-

SCHOOL ASSEMBLY ROOM selections by Mrs. William Goers and submarine was sent after a conference by tween was sent after a conference by tween was sent after a conference by tween was sent after a conference by the hostess served a three course Mr. Gerard and Imperial Chancellor Among the improvements to the luncheon at a table decorated with von Bethmann-Hollwag which took public school system made during sweet peas and pansys. Covers were place Thursday afternoon. It is prob dition of 60 seats to the assembly awaka was a guest. The next meet- ceived from Washington another con-

Mrs. Charles Duester of N. Ninth st. entertained with an informal dinfor eight. The guests included Mrs. Helen Platts, and daughter, Miss Virginia Plattts and John Platts, of Father John Bleckmann has left Detroit, Mich., and Mrs. Albert Witt

The wedding will take place Satur- were made to hold a picnic at Battell park, Mishawaka, Thursday, Aug. 19. Following the business the time was spent socially with contests. In a class Mr. and Mrs. Zell Spencer of W. pin contest Mrs. Laurence Picking Oct. \$2.9715. Marion st., have left on a week's visit won first prize and Mrs. Fred Slade with friends and relatives at Hamil- second. Mrs. Schuyler Conrad was ton. The couple will attend a reunion awarded first prize in the nail driving At the meeting of the school board of the Goetz-Metz family in that city contest and Miss Mary Eager second. An apron donated by the hostess was tidy butchers \$8.50@19.00; fair \$7.50@8.25; @17 wen by Mrs. Mary Leighton. A de- common \$6,0007.00; common to good fat Save your dollars for Dollar Day- licious two course luncheon was bulls \$5.00@7.25; common to good fat cows 50c per bale. I served by the hostess. Mrs. Mary \$4.00@7.25; heifers \$7.50@8.50; veal calves CORN-Paying 80c, selling at 85@90c.

The program: Baritone solo, "Cerisette Polka"

One of the gongs will be placed at Fox Trot, "I Want to Go to Tokio" Fisher March, "Our Country & Kellers,"

The Misses Emma and Amanda Mrs. William Ault, S. 16th st. church down Third st., to Main st., to install the gongs on special poles a watermelon party Thursday evening tertained at dinner Thursday compli- lambs \$6.00@9.00. Mich. The evening was spent in games, contests and music, Prizes were awarded to Miss Maude Burden flowers. and to Milo Anderson.

GIVE GUEST PARTY.

COMPLETE IMPROVEMENTS. Improvements consisting of new week. stall floors and repairs to the roof of

awaka av. Needle work and piano views of the German government on selections by Mrs. William Goers and submarine warfare. The dispatch \$13.50.

TOLEDO GRAIN. TOLEDO, O., July 30 .- CLOSE: WHEAT Cash, and July \$1.10%; Sept. CORN-Cash and July 82c; Sept. 78c; CLOVERSEED-Prime cash \$8.00; Oct. and March 88,3214; Dec. 88,25, ALSIKE-Ang. 88.50.

TIMOTHY-Prime cash and Sept. \$3.10;

PITTSBURGH LIVE STOCK. Supply light: market steady. Choice \$9.00 ! @9.90; prime \$9.00@9.58; good \$8,50@9.00;

ing man and with him take stock of what you have been doing.

With a lively realization of the truth that it is WELL DIRECTED ADVERTISING WHICH PAYS, The News-Times renders SERVICE WITH SPACE. Your business possibilities as well as limitations are taken into strict account when The News-Times makes recommendations. The advertiser's success is our success.

view are the distinguishing marks of the cre-

Brains have built big business, operating

Mr. Business Man, are you building your

If you are building you cannot afford to ne-

business or are you depending on it to "just

glect advertising as your great constructive in-

strument. Advertising cannot supplant qual-

ity and service. But given quality and service

as a foundation advertising will make a little

business big and a big business bigger.

through the biggest business building instru-

Call The News-Times now for an interview at your convenience. There's no obligation. There will be no annoying solicitation. Just a frank talk about your advertising needs.

Now is the time to BEGIN BUILDING.

The South Bend News-Times Advertising Department

Well Directed Advertising Pays

Home Phone 1151

Back of every great achievement in art, sci-

Brains built the Panama canal, not derricks

and steamshovels. Brains wage relentless war

on disease, robbing microbes of their terrors

and transplanting vital organs. Brains painted

the Mona Lisa. Everywhere brains are the im-

pelling force whether the scalpel, the steam-

shovel or printer's ink is the medium of ex-

The arrogance of conceit has no place in the

brain which creates. Well-ordered efficiency, a

fair sense of relative values, an eagerness to

utilize every legitimate means to the end in

The blanket curse upon advertising as a needless

expense is born of ignorance, a surface judgment

formed through failure to analyze. It never occurs

to some that there is anything to know about adver-

tising; that lack of results may come from errors

Some look upon advertising as a "game." They

If you are business building and about to try ad-

vertising for the first time, talk over your plans with

some one who knows. If you are an advertiser and

your results are not satisfactory call in an advertis-

take a shot without seeing their target or judging

what kind of shell is necessary. They miss the

in selecting mediums or preparing "copy."

Bull's Eve and blame the gun.

ence or commerce lies THE IDEA.

pression.

Bell Phone 2100

Leighton of Shippewanna, Ind., was \$11.50@12.00; heavy and this calves \$6.00@ an out of town guest. The next regu- 2.00. SHEEP AND LAMBS-Supply light; lar meeting will be in two weeks with market steady. Prime wethers \$6.50@6. 75; good mixed \$6,10@6.40; fair mixed \$5 .-Mrs. Fred Miller, N. Eighth st., en- 40@6.00; culls and common \$2.00@3.50;

menting Mrs. Wesley Copenhaver of HOGS Receipts 15 double decks; market Edwardsburg, Mich. Covers were placed for nine. The house and table dcorations were ferns and garden garden lower. Prime heavy hogs \$7.35@7.45; melums \$7.90@8.00; heavy Yorkers \$7.90@8.00; heavy Yorkers \$7.90@8.00; roughs \$6.00@6.25; stags \$5.00@5.25; heavy Mr. and Mrs. H. C. Rehame of Cen-

terville, Ind., and Mr. and Mrs. George Rehame and daughter. Miss Eva Re-Band factory gave a guest party Mrs. S. C. Judson of Mishawaka av. firm. Prime steers 89.55@10.00; butcher the factory, the hostesses being the Miss Irene Miller of N. Ninth st.

> Richmond, infant son of Mr. and lambs \$9.00@9.40; call to fair \$6.00@8.75; Mrs. Frank Miller of S. Eleventh st., yearlings \$6.00@7.25; sheep \$3.00@6.75. who has been seriously ill the past heavy steady, others slow. Yorkers \$8.00

The Misses Mayme Kempfer and full progress back of the plant of the amounting to \$17 in the police court guest of his sister, Mrs. Jewel Wha- \$5.00@5.50. Mrs. M. Young is spending a few two weeks visiting with the latter's and underbrush in the vicinity of the The complaint was filed by Alfonso days at the home of her daughter, UNION STOCK YARDS, III. July 30. Mrs. Bert Kelley. George Landgraff of Sixth st. and steady. Mixed and butchers \$6,25@7.60;

The Dollar Day merchants will of- Frank Robins of Mishawaka have re- good heavy \$6.05@7.00; rough heavy \$6.05@ fer extraordinary bargains, Monday, turned from a fishing trip at Pine 82.05 at 100 \$7.05@7.70; pigs \$6.50@7.40; bulk lake, Laporte, Ind. Mr. and Mrs. Michel Andrews are visiting friends at Terre Coupee this @9.25; Texans \$6.50@7.90; calves \$7.50@

At a meeting of the River Park cirthe north side fire station have been cuit of the Free Methodist church, A. McDuffie was appointed as delegate to the annual conference to be held at Don't forget Dollar Day, Monday, Battle Creek, Mich., and Earl Hooten was named as reserve. Mrs. Melvin Woolet is recovering

MESSAGE FROM BERLIN

Gerard Reported to Have Sent Dispatch on Recent Note.

BERLIN (via Amsterdam), July 30. \$1.07 Mrs. H. F. Scroyer delightfully en- - Ambassador Gerard transmitted to tertained the Tenclote club Thurs- Washington last night an important day afternoon at her home on Mish- dispatch believed to set forth certain @ at

PITTSBURGH, Pa., July 30 -- CATTLE --

TIMOTHY Selling \$4. ALSIKE CLOVER-Selling at \$10.

E. Jefferson Blvd.) mixed \$7.60@7.65. \$3.50, selling at 30@40c per doz.; bananas, per bunch, \$1.75, selling at 5@25c per doz. EAST BUFFALO LIVE STOCK.

EAST BUFFALO, N. Y., July 30 .- CAT-The Girls' Athletic club of the Ball hame, of Elkhart, visited Mr. and TLE-Receipts 250 head; market active and ing at 35c per peck. CALVES Receipts 850 head; market active, 50c higher. Call to choice \$5.00@

SHEEP AND LAMBS-Receipts 600 head. @8.10; pigs \$8.00 8.10; mixed \$7.75@8.00;

CHICAGO LIVE STOCK. I HOGS-Receipts 20,000; market slew and CATTLE-Receipts 1,500; market steady Beeves \$6.20@10.25; cows and belfers \$3.25 SHEEP-Receipts 14,000; market steady Native and westerr \$6.00@6.90; lambs \$6.50

CHICAGO GRAIN. CHICAGO, July 30 .- OPENING: WHEAT-July \$1.10 to \$1.00%; Sept. \$1.05% to \$1.04%; Dec. \$1.07 to \$1.06%. COEN July 70%c; Sept. 73% to Se OATS July 54%; Sept. 38 to 37%; Dec. PORK-Sept. \$13.62; Oct. \$13.80. RIBS-Oct. \$0.45.

CLOSE: WHEAT-July \$1.11; Sept. \$1.05%; Dec. "CORN-July 79c; Sept. 74%c; Dec. 63%@ PORK -July \$13.50; Sept. \$13.65; Oct. LARD-July \$8.00; Sept. \$8.10; Oct. \$8.17. RIBS-July \$0.30; Sept. 89.45; Oct. 89.40.

POULTRY AND MEATS. (Corrected Daily by Jimmle's Market, 123 W. Jefferson Blvd.) POULTRY-Paying 12, selling 19c. SPRINGERS Paying 18, selling 30c. VEAL-Paying 121/2, selling 25c. REEF-Roast 25, boiling 12, porterhouse 35@40, strloin 30c. HAM-Selling 20c. LARD Selling 16c. OLD CHICKENS-Paying 12%, selling

SEEDS. (Corrected Dally by Warner Bros. Seed Store, 114 E. Wayne St.) TIMOTHY \$3.75 per bu. RED CLOVER-87@9. ALFALFA-810. ALSIKE CLOVER-\$9@10.

Flour and Feed Co., 420 S. Michigan St.) NEW HAY-Paying \$12, selling at \$15 STRAW-Paying \$7@8, selling at

HAY, STRAW AND FEED.

(Corrected Daily by the Wesley Miller

OATS—Paying 45c, selling at 58@60c. CLOVER SEED-Paying \$8, selling \$9. ALFALFA-Montana grown, selling at

PROVISIONS. (Corrected Daily by F. W. Mueller, 216 4@5, No. 2, 2@4c. FRUIT-Oranges, per case \$2.35, selling nt 20@50c per doz.; Iemons, per case

VEGETABLES-New cabbage, paying WANTED-Housekeeper or party desiring outter, paying 28, selling 32c; eggs, strict ly fresh, paying 19, selling 24c.

FLOUR AND FEED. (Corrected Daily by Knoblock and Ginz Hydraulic Av.) WHEAT Paying \$1.05. OATS—Paying 48c, selling 60c. CORN—Paying 80c, selling 90c. RYE-Paying 88c.

LIVE STOCK. (Corrected Dally by Major Bros., S HEAVY FAT STEERS-Fair to good, 6 Try NEWS-TIMES WANT ADS

AND SHOULDER

@614c; prime 614@7c. HOGS 160 lbs. up, \$6.75@7, LAMBS-Live 652@85, dressed 15@17c.

TALLOW AND HIDES. Corrected Daily by S. W. Lippman, 210 N. Main St.) 1 ALLOW-Rough 2@3, rendered, No. 1,

HIDES-Green No. 1, 10@14 TOO LATE TO CLASSIFY

good home; 35 years of age or older, preferred. Address A-43, News-Times, paying 20@25c, selling 25@30c; creamery FOR SALE-Confectionery, Ice cream, clgar and tobacco store in good business center, at right price to right party, if taken before Monday, 8 o'clock. Address

A-44. News-Times, or Home phone 8067. HIGHEST PRICES paid for dead and worn out stock. Fred Cabanaw. Bell 9841, Home 4781.

MODERN house at 300 S. William st. for

rent to responsible parties. Inquire Vitus

i. Jones, Home phone 5463; Bell phone 31,

For good tender roasts, chops and steaks, also smoked meats and sausages.

Choice Lean Picnic Hams BEEF ROAST SAUSAGE 15c LEG OF LAMB LEG OF TENDER ROUND AND SIRLOIN STEAK LAMB FOR STEWING LAMB CHOPS PORK LOIN FRESH SLICED LIVER FRESH HAMBERGER BOSTON STEAK IUC BUTTS LARD LARD COMPOUND VEAL FOR 4C LARD STEWING SUGAR CURED VEAL ROAST LOIN 15c CORNED BEEF

OUR BUTERINE IS OF THE HIGHEST QUALITY.

BUEHLER BROS. PRIVATE BRAND 18C BRAND MOXLEY'S LINCOLN IOC BRAND SUPERIOR BUEHLER BROS. COUNTRY BRAND

BUEHLER BROS.

110 WEST WAYNE STREET